

Moussa Group LLC  
25375 Mission Blvd  
Hayward, CA 94544  
March 4, 2013

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Development Services Department

Hayward City Council  
777 B Street  
Hayward, CA 94544

Reference: 25375 Mission Blvd, Hayward, CA 94544

Dear City Council Members: / Mr. Rizk

Today I write to you in connection to the aforementioned property and the critical impacts that the proposals listed in the document titled "Mission Boulevard Corridor Specific Plan" impose on it if they were to be adopted. However, before I commence with my objections to some of the suggestions in the Form Base Code, I would like to briefly introduce our company and the nature of our business.

For the past four years we ran a successful small operation in Daly City, CA. Like most small businesses we aspire to grow and we saw a possibility in your esteemed city that led us to acquire one of the many vacant properties along Mission Boulevard. Our business engages in buying and selling of used cars, a market that is not new to the City of Hayward but rather a prominent sector within your city's limits. We distinguish ourselves from other "used car dealers" by our ethical business conduct and our inventory selection that contains relatively newer model cars only. Our vision is to transform the property on 25375 Mission to a modern dealership that matches your city's aspirations and vision demonstrated in the supposed plan for the Mission Boulevard Corridor.

However, after a careful review of the document I discovered some aspects that critically impact the marketability of the location and its original intended use. The general scope of the proposed plan undermines the value of the property as a car retail location, and the specific requirement of introducing a slip lane within the property limits truly destroys the significance of the parcel.

I thoughtfully list my objections and concerns in regards to the development of a slip lane:

- 1- The loss of a significant area ( $\pm$  20,000 sq ft.) According to the city planners we may not be compensated for such a loss.
- 2- Public parking on the slip lane blocks the visibility of the "inventory for sale," which is the whole purpose of the development.
- 3- Additional construction cost that is not in our budget and could result in the death of the whole project and the sustainability of a "vacant lot."

In addition to my objections to the slip lane requirement, I also object to the set back requirement suggested in the Form Base Code. The setback requirement (6 ft min – 24 ft max) forces us to demolish the existing building and to construct a new building in the front of the lot rather than extending the current building to include a showroom. These two procedures increase cost dramatically and render the project financially unfeasible. For that I ask your support in construction a modern showroom that comply the current planning and building codes.

I kindly ask you to reconsider the crucial changes that your esteem council is suggesting. I would like to end my letter with an objective that is listed as a top priority of the suggested plan: *"Revitalize an economic spine that provides services to the eastern portion of the City while addressing the current deterioration of the existing uses, including distressed auto-related uses;"* (Page 13 of the PDF file) This objective tops a list of many other objectives that our company can assist in achieving if considered and supported by your council members.

Sincerely,



5-2-13

Ayman Moussa  
Managing Member  
Moussa Group LLC